

What is claimed is:

1        1. A computer-implemented electronic commerce apparatus for  
2        generating a tailored promotion to a consumer over a distributed  
3        communication network, comprising:  
4              a connection to said distributed communication network; and  
5              a consumer information storage, said consumer information  
6        storage including a consumer identifier storage for identifying  
7        individual consumers, at least one network site identifier for  
8        identifying a commercial site on said network, and including for  
9        each network site consumer identifier activity information  
10      pertaining to network sites accessed by said individual consumers  
11      and associated with individual consumers;  
12              wherein said electronic commerce apparatus receives said  
13      activity information, stores said activity information in said  
14      consumer information storage by individual consumer, and uses  
15      said activity information to create a tailored promotion and to  
16      present said tailored promotion to said consumer at a particular  
17      network site upon said consumer's visit to a said network site.

1        2. The computer-implemented electronic commerce apparatus  
2        of claim 1, further including a database of promotions which are  
3        selected among in order to create said tailored promotion.

1           3. The computer-implemented electronic commerce apparatus  
2       of claim 1, further including a database of subscribers to said  
3       tailored promotion.

1           4. The computer-implemented electronic commerce apparatus  
2       of claim 3, wherein said particular network site is a subscriber  
3       and is listed in said database of subscribers.

1           5. The computer-implemented electronic commerce apparatus  
2       of claim 1, wherein said distributed communication network is the  
3       Internet.

1           6. The computer-implemented electronic commerce apparatus  
2       of claim 1, wherein said activity information is obtained from a  
3       cookie file stored on said consumer's computer.

1           7. The computer-implemented electronic commerce apparatus  
2       of claim 1, wherein said activity information includes a pages  
3       visited information.

1           8. The computer-implemented electronic commerce apparatus  
2       of claim 1, wherein said activity information includes a products  
3       and services reviewed information.

1           9. The computer-implemented electronic commerce apparatus  
2 of claim 1, wherein said activity information includes a  
3 purchases made information.

1           10. The computer-implemented electronic commerce apparatus  
2 of claim 1, wherein said electronic commerce apparatus receives  
3 said activity information from a consumer's computer upon a visit  
4 by said consumer to a first network site.

1        11. A computer-implemented electronic commerce method for  
2 generating a tailored promotion to a consumer over a distributed  
3 communication network, comprising the steps of:

4        obtaining an activity information of a consumer when said  
5 consumer visits a first network site;

6        storing consumer preference information contained in said  
7 activity information;

8        receiving a consumer web request for access to a second  
9 network site;

10       creating a tailored promotion for said consumer from said  
11 preference information; and

12       presenting said tailored promotion to said consumer at said  
13 second network site.

12. The computer-implemented electronic commerce method of  
claim 11, wherein said activity information is obtained from a  
cookie file stored on said consumer's computer.

13. The computer-implemented electronic commerce method of  
claim 11, wherein said second network site is a subscriber to  
said computer-implemented electronic commerce method.

1           14. The computer-implemented electronic commerce method of  
2 claim 11, wherein said storing step further includes the steps  
3 of:

4           storing a consumer identifier;

5           storing a network site identifier for a website stored in  
6 said cookie file;

7           storing a pages visited information for said network site;

8           storing a products reviewed information for said network  
9 site; and

10          storing a purchases made information for said network site.

1           15. The computer-implemented electronic commerce method of  
2 claim 11, wherein said distributed communication network is the  
3 Internet.

1        16. A computer-implemented electronic commerce method for  
2 generating a tailored promotion to a consumer over a distributed  
3 communication network, comprising the steps of:

4              1 storing a consumer identifier contained in an activity  
5 information of said consumer;

6              storing a network site identifier for each network site  
7 stored in said activity information;

8              storing a pages visited information, if any, for said each  
9 network site;

10             storing a products reviewed information, if any, for said  
11 each network site;

12             storing a purchases made information, if any, for said each  
13 network site;

14             receiving a consumer request for a particular network site;

15             creating a tailored promotion for said consumer from said  
16 preference information; and

17             presenting said tailored promotion to said consumer at said  
18 particular network site.

1        17. The computer-implemented electronic commerce method of  
2 claim 16, further including the preliminary step of obtaining an  
3 activity information of a consumer when said consumer visits a  
4 first network site.

1        18. The computer-implemented electronic commerce method of  
2        claim 16, wherein said activity information is obtained from a  
3        cookie file stored on said consumer's computer.

1        19. The computer-implemented electronic commerce method of  
2        claim 16, wherein said activity information is purchased.

1        20. The computer-implemented electronic commerce method of  
2        claim 16, wherein said second website is a subscriber to said  
3        computer-implemented electronic commerce method.

1        21. The computer-implemented electronic commerce method of  
2        claim 16, wherein said distributed communication network is the  
3        Internet.

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